

FRAMING A STYLISH ACTIVITY TRACKER THAT HELPS CONSUMERS BEAT THEIR YESTERDAY

◆ A NEW TYPE OF WEARABLE

With Garmin's vívosmart® 3, consumers can complement their style rather than compete with it. This smart activity tracker, which records everything from steps to floors climbed to sleep, features a sleek design with a hidden display that's only visible when users actually need it.

◆ CAMPAIGN GOALS

By providing a great experience to users on mobile devices, the campaign aims to increase awareness of vívosmart® 3 smart activity tracker to potential consumers.

◆ APPROACH

GumGum activated its patented mobile ad units, In-Image Frame and In-Screen Frame, to align vívosmart® 3 with contextually relevant sports, lifestyle and fashion content across a selection of premium publishers, such as Sports Illustrated, Men's Journal and InStyle. These new ad units are designed to help brands deliver performance that's on par with interstitial ads while not interrupting the user experience.

◆ CAMPAIGN RESULTS



1.1M

Unobtrusive Ad Impressions

Exactly zero users were interrupted from what they were doing on their mobile phone.



3.2%

CTR

40x more than the industry benchmark for rich media of 0.08%*



72.7%

Engagement

Nearly 36.33x higher than the industry benchmark of 2.00%*